

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

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ZBA 2011-78

Petition of Viewpoint Sign & Awning
96 Central Street

Record Owner of Property: Linear Retail Properties, LLC

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, December 1, 2011, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of VIEWPOINT SIGN & AWNING requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of a 6 ½ inch by 46 ½ inch awning sign that will exceed the maximum area of the valence allowed, on the rear of the building at 96 CENTRAL STREET, in the Wellesley Square Commercial District.

On November 14, 2011 the Petitioner filed a request for a hearing before this Authority, and thereafter, due notice of the hearing was given by mailing and publication.

Presenting the case at the hearing was Bart Steele, Viewpoint Sign & Awning (the "Petitioner"). Also present was Bryan Furze, Linear Retail Properties, LLC, property owner.

Mr. Steele said that it was his understanding that the sign at the front of the building would be by right. He said that the copy on the valence on the awning at the rear of the story will exceed the area allowed by right.

The Board said that there will be a wall sign above the awning at the front of the building. The Board said that the bottom of the awning comes to the same height as the Greta Luxe awning. The Board asked if the awning will cover the same dimension over the sidewalk. Mr. Steele said that it will.

The Board asked if the awning color was selected so that the building could be kept white. Mr. Furze said that it was chosen because of the MiniLuxe logo. The Board said that the color combination will work well.

There was no one present at the Public Hearing who wished to speak to the petition.

Statement of Facts

The Petitioner is requesting a Special Permit for installation of a 6 ½ inch by 46 ½ inch awning sign that will exceed the maximum area of the valence allowed, on the rear of the building at 96 CENTRAL STREET, in the Wellesley Square Commercial District.

Existing and Proposed Back Awnings Drawing, dated 10/5/11, revised 10/10/11, 10/26/11 & 10/28/11, 11/02/11 & 11/07/11 prepared by Viewpoint Sign & Awning, and photographs were submitted.

On November 9, 2011, the Design Review Board voted to recommend approval of the Special Permit for the proposed signs.

On November 28, 2011, the Planning Board reviewed the petition and recommended that the Special Permit be granted.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject sign will be a 6 ½ inch by 46 ½ inch awning sign that will exceed the maximum area of the valence allowed.

It is the opinion of this Authority that installation of a 6 ½ inch by 46 ½ inch awning sign that will exceed the maximum area of the valence allowed, will be in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw, as the sign scale will be in reasonable relation to development scale, viewer distance and travel speed, and sign sizes on nearby structures; sign size, shape, and placement will serve to define or enhance architectural elements of the building and will not unreasonably interrupt, obscure or hide them; sign design will be in reasonable continuity with the mounting location, height, proportions and materials of other signage on the same or adjacent structures; sign materials, colors, lettering style, illumination and form are reasonably compatible with building design, neighborhood context and use; and sign size, location design and illumination are not judged to present a safety hazard to vehicular or pedestrian traffic.

Therefore, a Special Permit is granted for installation of a 6 ½ inch by 46 ½ inch awning sign that will exceed the maximum area of the valence allowed on the rear of the building at 96 CENTRAL STREET, in the Wellesley Square Commercial District.

The Inspector of Buildings is hereby authorized to issue a permit for the sign upon receipt and approval of a sign application and any other materials he may require. No sign shall be installed until said permit has been issued.

APPEALS FROM THIS DECISION,
IF ANY, SHALL BE MADE PURSUANT
TO GENERAL LAWS, CHAPTER 40A,
SECTION 17, AND SHALL BE FILED
WITHIN 20 DAYS AFTER THE DATE
OF FILING OF THIS DECISION IN THE
OFFICE OF THE TOWN CLERK.

J. Randolph Becker, Acting Chairman

Robert W. Levy

David G. Sheffield

cc: Planning Board
Inspector of Buildings
lrm